

U.S. Application No. 10/017,640 Examiner Jonathan P. Ouellette Art Unit 3629  
Response to January 7, 2005 Office Action

**AMENDMENT**

***IN THE CLAIMS:***

Pursuant to 37 CFR § 1.121, below is a complete listing of all claims in the application.

1. (Currently Amended) A method for utilizing information relating to a subscriber to identify said subscriber comprising:

receiving data from a plurality of programming and advertising sources;

receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from ~~at least one of the programming and advertising sources and a source other than the plurality of programming and advertising sources;~~

receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;

merging said data from plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and

~~analyzing matching data of said subscriber information data store to determine said with an advertisement attribute comprising product data about a product; and subscriber's desirability in relation to a provider, wherein said subscriber's desirability is used to identify said subscriber to said provider.~~

analyzing the matched data to determine a probability of the subscriber to purchase the product associated with the advertisement attribute, the probability further characterizing the subscriber as a desirable subscriber to receive a selected advertisement for the product.

2. (Original) The method of claim 1, wherein said subscriber comprises a consumer.
3. (Previously Presented) The method of claim 1, wherein said data from the plurality of programming and advertising sources comprises television-programming data.

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10. (Original) The method of claim 1, wherein said subscriber attribute comprises a purchase.
11. (Original) The method of claim 10, wherein said purchase comprises a purchase of a product, wherein said purchase complements a product provided by said provider.
12. (Original) The method of claim 10, wherein said purchase comprises a purchase of a product, wherein said product competes with a product provided by said provider.
13. (Original) The method of claim 1, wherein said provider comprises a content provider.
14. (Canceled)
15. (Original) The method of claim 13, wherein said content provider comprises an advertising provider.

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16. (Currently Amended) A computer-readable medium on which is encoded computer program code for utilizing information relating to a subscriber to identify said subscriber ~~as a desirable subscriber~~ comprising:

computer program code for receiving data from a plurality of programming and advertising sources;

computer program code for receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from at least one of said programming and advertising sources and a source other than the plurality of programming and advertising sources;

computer program code for merging said data from the plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and

computer program code for ~~analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider, wherein said subscriber's desirability is used to identify said subscriber to said provider.~~ matching data of said subscriber information data store with an advertisement attribute comprising product data about a product; and

computer program code for analyzing the matched data to determine a probability of the subscriber to purchase said product associated with the advertisement attribute, the probability further characterizing the subscriber as a desirable subscriber to receive a selected advertisement.

17. (Currently Amended) A system for utilizing information related to a subscriber to identify the subscriber ~~as a desirable subscriber~~ comprising:

a content database, wherein said content database comprises data from a plurality of programming and advertising sources;

a subscriber-action database, wherein said subscriber-action database comprises viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from at least one of said programming and advertising sources and a source other than the plurality of programming and advertising sources;

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a subscriber attribute database, wherein said subscriber attribute database comprises an attribute of said subscriber, the attribute comprising data about the subscriber;

a subscriber information database;

a merge processor electronically connected to said content database, said subscriber-action database, said subscriber attribute database, and said subscriber information database, wherein said merge processor is operative to merge information from said content-access information content database, said subscriber-action database, and said subscriber attribute database to create data in said subscriber information database; and

a data analyzer electronically connected to said subscriber information database, said data analyzer matching data of said subscriber information data store with an advertisement attribute comprising product data about a product, said analyzer further analyzing the matched data to determine a probability of the subscriber to purchase said product associated with the advertisement attribute, the probability further characterizing the subscriber as a desirable subscriber to receive a selected advertisement. analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider, wherein said subscriber's desirability is used to identify said subscriber to said provider.

18. (Original) The system of claim 17, wherein said subscriber attribute database comprises a purchase history database.

19. (Previously Presented) The system of claim 18, wherein said purchase history database comprises a credit card database.

20. (Original) The system of claim 17, wherein said subscriber attribute database comprises of property ownership database.

21. (Original) The system of claim 17, wherein said subscriber attribute database comprises a survey result database.

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22. (Original) The system of claim 17, wherein said data analyzer comprises a report creator.

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Canceled)

27. (Canceled)

28. (Canceled)

29. (Canceled)

30. (Canceled)

31. (Canceled)

32. (Currently Amended) A method for utilizing information relating to a subscriber to identify said subscriber comprising:

receiving data from a plurality of programming and advertising sources;

receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed real-time data from a source other than the plurality of programming and advertising sources;

receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;

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merging said data from plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and

~~analyzing matching data of said subscriber information data store to determine said~~ with an advertisement attribute comprising product data about a product; and ~~subscriber's desirability in relation to a provider.~~

analyzing the matched data to determine a probability of the subscriber to purchase said product associated with the advertisement attribute, the probability further characterizing the subscriber as a desirable subscriber to receive a selected advertisement.

33. (Currently Amended) A computer-readable medium on which is encoded computer program code for utilizing information relating to a subscriber to identify said subscriber as a desirable subscriber comprising:

computer program code for receiving data from a plurality of programming and advertising sources;

computer program code for receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed real-time data from a source other than the plurality of programming and advertising sources;

computer program code for merging said data from the plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and

~~computer program code for analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider.~~ matching data of said subscriber information data store with an advertisement attribute comprising product data about a product; and

computer program code for analyzing the matched data to determine a probability of the subscriber to purchase said product associated with the advertisement attribute, the probability further characterizing the subscriber as a desirable subscriber to receive a selected advertisement for the product.

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34. (Currently Amended) A system for utilizing information related to a subscriber to identify the subscriber as a desirable subscriber comprising:

a content database, wherein said content database comprises data from a plurality of programming and advertising sources;

a subscriber-action database, wherein said subscriber-action database comprises viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed real-time data from a source other than the plurality of programming and advertising sources;

a subscriber attribute database, wherein said subscriber attribute database comprises an attribute of said subscriber, the attribute comprising data about the subscriber;

a subscriber information database;

a merge processor electronically connected to said content database, said subscriber-action database, said subscriber attribute database, and said subscriber information database, wherein said merge processor is operative to merge information from said content-access information content database, said subscriber-action database, and said subscriber attribute database to create data in said subscriber information database; and

a data analyzer electronically connected to said subscriber information database, said data analyzer matching data of said subscriber information data store with an advertisement attribute comprising product data about a product, said analyzer further analyzing the matched data to determine a probability of the subscriber to purchase said product associated with the advertisement attribute, the probability further characterizing the subscriber as a desirable subscriber to receive a selected advertisement of the said product.

35. (Currently Amended) A method for utilizing information relating to a subscriber to identify said subscriber comprising:

receiving data from a plurality of programming and advertising sources;

receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from the plurality of

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programming and advertising sources and from a source other than the plurality of programming and advertising sources;

receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;

merging said data from plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and

analyzing matching data of said subscriber information data store to determine said- with an advertisement attribute comprising product data about a product; and subscriber's desirability in relation to a provider, wherein said subscriber's desirability is used to identify said subscriber to said provider.

analyzing the matched data to determine a probability of the subscriber to purchase said product associated with the advertisement attribute, the probability further characterizing the subscriber as a desirable subscriber to receive a selected advertisement of said product.

36. (Currently Amended) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving said subscriber attribute that identifies said subscriber as a consumer of a said provider, said provider identifying the advertisement attribute, and wherein the step of analyzing the matched data to determine said probability of the subscriber to purchase said product associated with the advertisement attribute further analyzing said subscriber information data store to determine said subscriber's desirability in relation to said provider comprises analyzing a said purchase of the consumer to determine said subscriber's likelihood for another to purchase a different product of said provider.

37. (Currently Amended) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving said subscriber attribute that identifies a profession of said subscriber, and wherein the step of analyzing the matched data to determine said probability of the subscriber to purchase said product associated with the advertisement attribute further analyzing said subscriber information data store to determine said subscriber's desirability in

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~~relation to said provider~~ comprises analyzing the profession of said subscriber to determine said subscriber's probability of the subscriber to purchase said product ~~desirability to said provider.~~

38. (Currently Amended) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving said subscriber attribute that identifies a property ownership history of said subscriber, and wherein the step of analyzing the matched data to determine said probability of the subscriber to purchase said product associated with the advertisement attribute ~~further analyzing said subscriber information data store to determine said subscriber's desirability in relation to said provider~~ comprises analyzing the property ownership history of said subscriber to determine said subscriber's probability of the subscriber to purchase said product ~~desirability to said provider.~~

39. (Currently Amended) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving a questionnaire response from said subscriber, and wherein the step of analyzing the matched data to determine said probability of the subscriber to purchase said product associated with the advertisement attribute ~~further analyzing said subscriber information data store to determine said subscriber's desirability in relation to said provider~~ comprises analyzing the questionnaire response of said subscriber to determine said subscriber's probability of the subscriber to purchase said product ~~desirability to said provider.~~

40. (Currently Amended) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving a purchase of a product by said subscriber, and wherein the step of analyzing the matched data to determine said probability of the subscriber to purchase said product associated with the advertisement attribute ~~further analyzing said subscriber information data store to determine said subscriber's desirability in relation to said provider~~ comprises analyzing the purchase of the product to determine a said subscriber's likelihood probability of the subscriber to purchase a complimentary product ~~provided by said provider.~~

41. (Currently Amended) The method of claim 35, wherein the step of receiving said subscriber attribute comprises receiving a purchase of a competitive product by said subscriber, and wherein the step of analyzing the matched data to determine said probability of the subscriber to purchase



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~~said product associated with the advertisement attribute further analyzing said subscriber information data store to determine said subscriber's desirability in relation to said provider~~  
comprises analyzing the purchase of the competitive product to determine said subscriber's likelihood probability of the subscriber to purchase a said product provided by said provider.

42. (New) The method of claim 1, further comprising:

communicating the selected advertisement for the product associated with the advertisement attribute to the desirable subscriber.

43. (New) The computer-readable medium of claim 16 on which is encoded computer program code further comprising:

computer code for communicating the selected advertisement for the product associated with the advertisement attribute to the desirable subscriber.

44. (New) The system of claim 17, further comprising:

a communications interface for communicating the selected advertisement for the product associated with the advertisement attribute to the desirable subscriber.

45. (New) The method of claim 1, the advertisement attribute comprising a viewing history correlation for said product and a demographic correlation for said product.

46. (New) The method of claim 1, wherein said data from plurality of programming and advertising sources comprises multimedia content communicated via a communications channel, the communications channel comprising a remote broadcast communications channel and a local network communications channel.